PHILIP MORRIS MANAGEMENT CORP. INTER-OFFICE CORRESPONDENCE

P.O. BOX 26583, RICHMOND, VA 23261-6583

TO: Distribution DATE: May 31, 1994

FROM: Marty Barrington

RE: Unsolicited Ideas

Periodically, individuals from outside the Company call or write us with unsolicited ideas about our products. This is a reminder of our procedure on handling them.

Routine unsolicited ideas should be referred to Consumer Affairs. Any unsolicited ideas regarding smoking and health, nicotine, ignition propensity and claimed "safer" cigarettes should be referred to me or Jim Schardt in the Richmond Legal Department.

Please remember that the Company runs the risk of costly and complex legal problems if our procedure regarding unsolicited ideas is not followed. Accordingly, you should handle any unsolicited ideas presented to you as follows:

1. As soon as you realize that a letter proposes an unsolicited idea, do not read any further.

2. Do not stamp the letter, write on it, circulate it to anyone else, or respond to it in any way.

3. Send the letter immediately to Consumer Affairs or Richmond Legal as appropriate for handling.

4. If someone starts to offer you an idea in person or by telephone, please refuse to discuss the matter further and refer the individual as outlined above.

Thanks for your cooperation and that of your staff.

MJB/dr

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